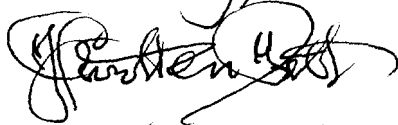


Thank you for this opportunity to comment
on this an important issue that's so
vital to our children and families.

Sincerely,


Durham, NC 27712-2732

March, 1997

Chairman Reed Hundt, FCC Commissioners
40 Federal Communications Commission
1919 M Street N.W. Room 222
Washington, D.C., 20554

RECEIVED
APR 8 1997
Federal Communications Commission
Office of Secretary

Dear Chairman Hundt & Commissioners,

RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Connecticut PTA to voice my opposition to the V-chip rating system as presented by Jack Valenti, chair of the TV rating Implementation Group on Jan. 17, 1997. The rating symbol on the television does NOT provide sufficient information so that parents can make decisions about what is appropriate TV programming for their children.

I request that the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual content), and L (for language). I also request that the rating icon on TV be made larger and displayed for a longer period on time on the screen. I further

(2)

of the industry and the FCC include parents!
The rating system approved by the FCC should
be evaluated by independent research to determine
if it meets the needs of parents.

Thank you for this opportunity to comment
on an issue so important to children and
families and for your consideration of this
issue.

Sincerely,

Tammy Lucavage, Connecticut PTA President
3 Nutcracker Lane
Westport, Ct, 06880

March 9, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W. Room 322

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APR 8 1997

Federal Communications Commission
Office of Secretary

Dear Chairman Hundt & Commissioners

RE: CS DOCKET NO. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Maine PTA to voice our opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group (on January 17, 1997).

This system falls far short of ^{being} an adequate mechanism by which parents can protect their children from violence ^{on the TV screen} sexual content or offensive language. This system may be adequate for producers concerned about profits ^{but} professing to "care about children" and "Help" parents - but is useless in arming parents with the infor

mation. They need to make informed decisions ^(Parents) regarding the content of TV programs. I prefer to make these choices!!!

I urge you to not support "CS Docket No. 97-55, FCC 97-34, and take a stand for America's children - they are counting on you; the Maine PTA is counting on you, to do what is best for them.

Thank you, and sincerely,
For Our Children

Carol J. Morse
1st Vice President Maine PTA

March 9, 97

Chairman Reed Hundt and FCC Commissioners
% Federal Communications Commission
1919 M Street N.W., Room 222
Washington DC 20534

FBI 2075

APR 8 1997

Federal Communications Commission
Chief of Secretary

Dear Chairman Hundt and Commissioners

RE: CS Docket NO 97-55, FCC 97-34

I am writing on behalf of the National PTA and as a parent from Delaware to voice my opposition to a V-chip rating system that does not provide sufficient content information so that parents can make decisions about what is appropriate for their children. Parents don't want the TV industry to interpret what is best for their children, we want to make those decisions. With a rating system containing content descriptions that are uniform we will be more able to fulfill our parental responsibilities.

Please don't rush through this issue, take time to be sure that a ratings system will give parents the information they need to make informed decisions.

concerning what they allow their
children watch.

Thank you for this opportunity
to comment on an issue so important
to children & families

Sincerely,
Sam Savage
Milton, DE 19968

March 9, 1997

Chairman Reed Hundt and FCC Commission
% Federal Communications Commission
1919 M Street NW Room 222
Washington DC 20554

Dear Chairman Hundt and Commission
RECS Number 97-55, FCC 97-39

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APR 8 1997

Federal Communications Commission
Office of Secretary

I am writing on behalf of the Virginia PTA
and Southwest local unit in the Belvoir
District to voice my open opposition to the
rating system as presented by Jack
Kelenfi, Chairman of the TV Rating Implementation
Group, on Jan 17, 1997. The rating symbols on
the TV rating screen do not provide sufficient
content information so that parents can make
decisions about what is appropriate TV
programming for their children. Major survey
released this fall when demonstrated overwhelming
parental preference for rating system that gives
parent information about the content of programs
now conducted by the National PTA, NEA, News
and World Report and National Education Policy
Panel. Do not allow children themselves
based on content information about programs. Any
rating system without content description
on the screen and published periodically
that carry TV Scheduling is useless.

The FCC by law is required to determine

- whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead we request the following:
- That under no circumstances should the FCC approve the industry's rating system. Further the FCC should accept no rating system that does not include content information about program, such as V (for violence), S (for sexual depiction), and L (for language);
 - That the FCC require a V chip to be strong enough that would allow parents to receive more than one rating system.
 - That any rating system approved by the FCC be evaluated by independent to determine if it meets the needs of parents.

I thank you for this opportunity to comment on an issue so important to children + families.

Sincerely,
David J. ...
[Signature]

March 1997

Chairman Reed Hundt and F.C.C. Comm.
of Federal Comm. Comm.

1919 M. Street N.W., Room 222
Wash. D. C. 20554

RECEIVED

APR 8 1997

Federal Communications Commission
Office of Secretary

Dear Chairman Hundt and Commissioners
Re: Docket No. 97-55; FCC 97-34

I am writing on behalf of the National PTA
and the R.I. PTA to voice my opposition
to the V-chip rating system as presented to
Jack Valenti Chair of the TV Rating Imple-
mentation Group on January 17, 1997.
The rating symbol on the TV screen does
not provide sufficient content information
so that parents can make decisions
about what is appropriate TV programming
for their children. Major surveys released
this fall which demonstrate overwhelming
parent preference for a rating system
that gives parents information about
the of programs were conducted by the
National PTA, U.S. News and World
Report, and Media Studies Center/Pepper
Committee do not want the TV industry

to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content description on the screen and public in periodicals that carry TV ratings scheduling is useless.

The FCC by law is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead we require the following:

That under no circumstances should the FCC approve the industry rating system. Further, the FCC should accept no rating system that does not include content information about programs such as violence & sexual

depiction and nudity and (L) for
language.

Thank you for an opportunity
to comment on an issue so
important to children and families.

Sincerely,

Pauline L. Nunes
397 Bullocks Pt.
Riverside, R.I. 02815

March 9, 1997
RECEIVED

APR 8 1997

Dear Mr. Hundt, FCC Commissioners,

Federal Communications Commission
Office of Secretary

I am writing on behalf of National PTA and Missouri PTA to voice my opposition to the V-chip rating system as presented by Jack Valenti on Jan. 17, 1997. The 15-second rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about suitable programming for their children. Any rating system that is not content-based, and is not publicized in TV Guide or local newspaper television schedules is useless.

I would request the following:

1. That the FCC accept no rating system that does not include content information about programs, such as "V" for violence, "S" for sexual depiction and nudity, and "L" for adult or profane language.
2. That the icon on the screen be made larger, and be displayed more often during the program.
3. That the rating board be independent of the industry and the FCC, and that it include parents.

Thank you for the opportunity to comment on this issue.

Sincerely,

Jinde Hyde

3323 S. Graystone Pl.
Springfield, MO 65804



**THE
MISSOURI
PTA®**



Mrs. Linda Hyde

First Vice President

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AMERICAN ACADEMY OF CHILD & ADOLESCENT PSYCHIATRY

April 8, 1997

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Reed Hundt, Chairman

Federal Communications Commission

1919 M Street, NW

Washington, DC 20554

Comments Regarding standards set forth in Section 551(e) of the
Telecommunications Act of 1996.

Dear Chairman Hundt:

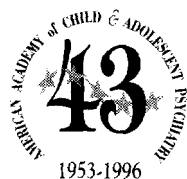
Regarding the Federal Communications Commission's request for comments on 1) the broadcast industry's television rating system and 2) whether the rating system answers Congressional concerns included in the Telecommunications Act of 1996, the American Academy of Child and Adolescent Psychiatry (AACAP) submits the enclosed informal comments on the broadcast industry's proposal for rating television programming.

The Academy represents over 6,300 child and adolescent psychiatrists, who are physicians with at least five years of additional training beyond medical school in general and child and adolescent psychiatry. This medical discipline is specialized in the prevention, diagnosis and treatment of developmental and psychiatric disorders in children, adolescents, and their families.

The current age-based rating system is not the parent-friendly one produced from a public health basis that was expected throughout the process of enacting the "v" chip legislation. The Academy hailed the "v" chip as a tool to help parents protect their children from developmentally inappropriate programming. Our members anticipated a content-based rating system generated from a cooperative effort. They did not expect the vague, age-based, momentary icon currently now being displayed.

Academy members are not new to the issue of television programming. Over the years, we have addressed the lack of educational television, inappropriate advertising, the arrival and departure of the "children's television hour," extreme violence during peak watching periods for children, the Children's Television Act, and now the Telecommunications Act with the "v" chip and its accompanying rating system.

Each legislative or regulatory effort has reinforced the fact that child development is not the primary concern of the networks or the programmers, and that **it is our job** to keep the health of our youngest viewers, our most vulnerable citizens, a part of the programming decisions. This has not been easy. This controversy over the rating system combines the satisfaction of a positive step toward



3615 Wisconsin Avenue, NW
Washington, DC 20016-3007
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FCC Comments
TV rating system
Chairman Hundt
April 8, 1997

understanding program contents with the disappointment of knowing a better system is within our reach.

In commenting on the current television rating system and the Congressional intent, the

Academy submits the following:

A. Comments regarding the current television rating system.

- **Comment:** A television rating system providing parental information that is based only on age is incomplete. It should be replaced with a content-based system accompanied by scientific validation. Ratings that only give advice about age suitability have two disadvantages. They do not supply the type and quality of information parents require to make informed choices for their own children. They force parents across ethnic, religious and regional boundaries to place an unrealistically high level of trust on the raters' knowledge of the child development research, on the consistency from rater to rater, and on the freedom from moral, religious, cultural, and commercial bias.

Solution: Relevant and reliable content information can be added to an on-screen icon without great financial or time commitments. Video and cable programmers are successfully using expanded descriptors for violence, sex and profanity.

Alternate rating systems should not be rejected by the television industry or by legislative or regulatory limits.

- **Comment:** The rating system does not clearly define or give examples of the terminology that has been printed and distributed. Vague references to "sexual content" or "intense violence" are not specific enough. The actual rating symbol is difficult to find, to interpret, and apply.

Solution: Open, cooperative efforts could produce easily understandable, user-friendly information depicting the degree of sex, violence, or adult language in a program.

- **Comment:** The standards and appraisal protocols that raters use when reviewing programs are not in public domain.

Solution: Since the ratings are currently age-based, the protocols should be reviewed by developmental experts to ensure that the evaluation process used in coding programs is based on principles consistent with solid child development knowledge and the research on what is hazardous. An open process with cooperation between the industry, parents and other experts must be ensured.

FCC Comments
TV rating system
Chairman Hundt
April 8, 1997

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FCC Comments
TV rating system
Chairman Hundt
April 8, 1997

The protocols must be devised to avoid inaccurate emotional reactions, inappropriate moralized values and developmental misinterpretations on the part of the raters.

B. Congressional intent for a rating system for the "v" chip.

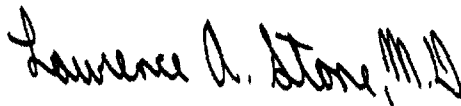
- **Comment:** Legislative intent specifies a system that provides parents with descriptive information about the content of the programming; however, the current system provides minimal descriptions and relies on directives that are age-based rather than content-based.

Solution: Regulatory responses to the rating system should reflect scientific public health findings and an open discussion of what is best for the public.

The Academy does not find the industry's age-based rating system acceptable and encourages the Federal Communications Commission to establish additional guidelines and recommended procedures. These guidelines and procedures should clearly identify and rate programming that contains violent, sexual or other material which parents should be informed before they decide whether it is appropriate for their children.

If you have questions about these comments, please contact Mary Crosby, the Academy's Deputy Executive Director, at the Academy's Central Office, 202-966-7300.

Sincerely,



Lawrence A. Stone, M.D.
President